

NEW YORK TEEN WINS “DRIVE2LIFE” PSA CONTEST



Olivia Yavorek, second left, winner of 2013 Drive 2 life Contest, with NRSF's Behrooz Shokati, Michelle Anderson and David Reich.

H. S. JUNIOR'S IDEA PICKED FROM MORE THAN 1,300 ENTRIES

Olivia Yavorek, a 16-year old high school student from Canandaigua, N.Y., won the fourth annual Drive2Life PSA Competition, sponsored by The National Road Safety Foundation, Inc. with support from Scholastic, the global children's publishing, education and media company.

Yavorek's idea was chosen from more than 1,300 entries received from teens nationwide. The junior at Canandaigua Academy received a \$1,000 prize and a trip to New York City, where she spent two days working with the producers of the nationally-syndicated TV series "Teen Kids News" to film and edit her winning idea.

The 30-second TV ad shows messages in unexpected places to point out things that can cause distracted driving, such as "No eating while driving" and "Leave your radio alone." "I thought it would be a unique twist to blend signs

we see every day as we travel in our neighborhoods with distracted driving messages," Yavorek said.

The production became a family affair for Yavorek, who recruited her grandparents, mom and cousins as extras in the video.

The making of the winning PSA was profiled on "Teen Kids News" on more than 220 TV stations throughout the U.S. and will be featured in fall issues of Scholastic classroom magazines.

Four runners-up were also selected in the nationwide competition, each winning a

\$500 prize. Runners-up in the 6th – 8th Grade category are Caitlin Cooper, 13, an 8th-grader at Marley Park Elementary in Surprise, AZ, and Alexandra Miranda, 12, a 6th-grader at Blessed Sacrament School in Washington, DC. Runners-up in the 9th – 12th Grade category are Annika Reitenga, 15, a 9th-grader at Alabama School of Fine Arts in Birmingham, AL, and Lila MacDonald, 15, a sophomore at West Scranton H.S. in Scranton, PA.

You can see the winning PSA by clicking on www.nrsf.org

DO TEEN DRIVERS THINK THEY ARE INDESTRUCTIBLE?

A new survey by our friends at SADD has some disturbing findings that show much work still needs to be done to educate teens about the dangers of driving while impaired.

The study shows that 23 percent of teens admit to driving under the influence of alcohol, marijuana or illegally-used prescription drugs. That translates to as many as three million drunk or drug-impaired teens who could be on the road this summer.

Scariest still is that many don't see Impaired Driving as a danger. Nearly 20 percent of teens who drink and drive believe it improves their driving, and 34 percent of those who smoke pot and drive feel the same way. SADD polled more than 1,700 high school juniors and seniors.

A spokesperson for Advocates for Highway and Auto Safety told *USA Today* that the survey results "...are not surprising, because teens think they are invincible and nothing will happen to them. Sometimes it takes a friend or someone in their school getting killed before the reality hits them."



The facts, unfortunately, don't square with teens' perceptions. Traffic crashes continue to be the leading cause of death for teens. About 5,000 teens die in traffic crashes every year, and another 282,000 are injured. Statistics show that alcohol adds to the danger. NHTSA figures for 2011 report one-third of drivers ages 15 – 20 killed in crashes had been drinking. Adding to the risk is that drivers are less likely to buckle up when drinking. Of

teen drivers who drank and died, 70 percent were unrestrained, compared to 49 percent of non-drinking drivers who were unbelted and died.

Summer is the riskiest time for teen drivers, since twice as many report drinking during summer vacation than those who drink at prom and graduation time or during the school year.

Coming Soon!

LOOK, THINK COMIC BOOK SERIES PROMOTES PEDESTRIAN SAFETY

A new pedestrian safety program aimed at grade school youngsters uses the colorful comic book format to communicate important messages.

LOOK, THINK comics illustrate real-life situations to emphasize the importance of being aware of your



surroundings and thinking before going into a street, even if in a crosswalk. Three scenarios are shown in the series, and each is accompanied by a brief video and a comic book with activities.

Watch for Look, Think coming soon to www.teenlane.org and www.nrsf.org.

TEEN LANE IS EXPANDING - COMING THIS SUMMER!

NRSF is enhancing and expanding its website specifically for teens, to give them the tools to help spread safe driving messages to their peers, their parents and their communities beyond school.

TEEN LANE will be chock full of useful information on teen

driving safety, with videos, discussion guides, PowerPoints and links to other sites to give young people everything they need to do their part to make our roads and highways safer.

Visit the new teenlane.org in mid-June.



NEW JERSEY SADD CHAPTER WINS NRSF TRAFFIC SAFETY CONTEST

The SADD Chapter at Scotch Plains – Fanwood High School in Scotch Plains, NJ, won a nationwide traffic safety contest sponsored by SADD (Students Against Destructive Decisions) and The National Road Safety Foundation.

Six students in the Scotch Plains – Fanwood H.S. SADD Chapter submitted a storyboard for a public service message in the DrivingSkills101 contest, which asked for ideas to communicate various traffic safety messages. Nick Patel, Lucy Hollander, Amanda Marcus, Rachel Schack, Mia Rossi and Caitlin Flood, all 16, won for their message called “Share the Road.”

The teens worked with Emmy-winning TV producer Alan Weiss, who helped them develop their storyboard concept into a professionally-produced public service announcement that will be aired nationwide. The winners also received a grant from NRSF to help pay their travel expenses to the SADD National Conference this summer in Orlando, where their video will be shown to nearly 1,000 attendees from throughout the U.S.

The students’ winning idea encourages drivers to share the road by being aware of other drivers. It shows players in various

sports who talk about being competitive. Each player is then shown avoiding a dangerous driving situation by keeping his eyes on the road and watching for cars tailgating, turning and changing lanes. All the players then say, “When we step onto the field, sharing isn’t our thing. But on the road, sharing is our only option.”



Chapter advisor is Marjorie Fitzgibbon. She and the students enlisted the help of the entire school and the local police department, who participated when the message was filmed at the school in April.

SADD is the nation’s leading youth-based, peer-to-peer education, prevention and activism organization dedicated to preventing destructive decisions, particularly underage drinking, other drug use, risky and impaired driving, and teen violence and suicide.

THE TOP 10 DRIVING DISTRACTIONS

A study reported recently in an online insurance publication lists the top ten causes of distracted driving.

Daydreaming or inattention topped the list, followed by cell phone use including talking or texting, and looking at objects outside the car. The list continues with distraction caused by talking with others in the car, using or reaching for devices brought into the car like a navigation device or headphones, eating or drinking, adjusting audio or climate controls, adjusting mirrors or seats, moving objects in the car such as pets or an insect, and smoking. The study analyzed data from NHTSA that reports on fatal crashes.

“Driving requires your full-time attention,” said Michelle Anderson, NRSF Director of Operations. “Anything that takes your eyes off the road or your hands off the wheel is a potential for disaster.”

ADTSEA’S Allen Robinson Honored by Lifesavers

Congratulations to our friend Allen Robinson, CEO of ADTSEA, the “American Driver & Traffic Safety Education Association,” for being recognized by Lifesavers for his longtime commitment to driver education.

Dr. Robinson received the award from NHTSA Administrator David Strickland at the Lifesavers national conference in Denver in April.

NRSF works closely with Dr. Robinson on programs like the Excellence in the Classroom Award presented to outstanding driver ed teachers at the ADTSEA national conference every year, and the JST DRV Radio PSA contest held in conjunction with ADTSEA’s youth affiliate National Student Safety Programs (NSSP). Some NRSF materials have been included in ADTSEA’s new Driver Ed Curriculum 3.0, which has



NHTSA’s Administrator David Strickland & Allen Robinson

been approved by NHTSA as part of the agency’s new national driver ed curriculum standards.

NRSF ON THE ROAD

JUNE

- 6/20 - 6/23 **National PTA Conference** Cincinnati, OH
6/22 - 25 **SADD** Orlando, FL
Students Against Destructive Decisions

JULY

- 7/7 - 7/11 **FCCLA** Nashville, TN
Families, Career, and Community Leaders of America
7/12 - 7/14 **NSSP** Portland, ME
National Student Safety Program
7/14 - 7/19 **NASRO** Orlando, FL
National Association of School Resource Officers
7/15 - 7/18 **ADTSEA** Portland, ME
American Driver and Traffic Safety Association

AUGUST

- 8/22 - 8/24 **NAWHSL** San Diego, CA
National Association of Women Highway Safety Leaders
8/25 - 8/28 **GHS** San Diego, CA
Governor's Highway Safety Association



The National Road Safety Foundation, a non-profit organization founded 50 years ago, produces traffic safety programs on impaired driving, speed and aggressive driving, drowsy and distracted driving, and a host of other traffic safety issues. It distributes the programs, free of charge, to schools, police and traffic safety advocates, community groups and individuals. For more information and to download free programs, visit www.nrsf.org.



18 East 50th Street, New York, NY 10022